COLUMBIA PICTURES PRESENTS

CAPTAIN PIRATE

COLOR BY TECHNICOLOR

starring **LOUIS HAYWARD** with PATRICIA MEDINA · JOHN SUTTON · Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS

Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI · Produced by HARRY JOE BROWN · Directed by RALPH MURPHY

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53X27

CAPTAIN PIRATE SHOWMANSHIP

SELL SWORDSMANSHIP!

In addition to Still No. Art 5 (left), a number of stills show Louis Hayward and John Sutton in desperate duels. Use these photos to sell the thrilling action of "Captain Pirate." Blow them up for lobby cutouts or use them for displays.

TEAMS: Interest fencing teams of schools and clubs in exhibitions.

PUBLICITY: Arrange contests among newspaper and radio people for prizes.

CONTESTS: Sponsor city-wide fencing tournament for "Captain Pirate" trophy.

'CAPTAIN PIRATE' ACTION ART!

Four special art stills, available at National Screen Service, have been prepared for the ads and posters on "Captain Pirate." Still No. Art 1 contains five special line drawings of action scenes of the picture. Still No. Art 2 is a nautical design. Still No. Art 4 shows Hayward and Miss Medina. Still No. Art 3 is a photo of a two-sworded Louis Hayward in action. Use the art stills in the following ways:

HERALD: Illustrated at the right is a herald which makes use of three art stills. Print several thousand copies and distribute them in advance of playdate. The herald may also be used in a theatre-, newspaper- or merchant-sponsored color-in contest.

Order Mat 3-A (size 6" x 9") from National Screen Service.

THEATRE: Have your photo shot make blow-ups of the art stills and use them in your lobby in advance of opening and out front starting day. Combine the stills as the herald does for an attractive lobby display. Too, make a life-size cutout of Still No. Art 5 for lobby or marquee. Enlargements of Still No. Art 2 will make an attention-getting frame for any displays you get up.

CARDS: Print the drawings on Still No. Art 1 on individual cards with credits and distribute them to youngsters. For a "collect the cards" promotion, print several thousand of four of the five drawings and only 25 or 50 of the fifth, depending on the number of guest tickets you wish to distribute. The cards can also be used for a "lucky number" promotion with aid of local merchant.

HIGH SEAS ROMANCE, THRILLS!

Sell "Captain Pirate" as Sabatini's immortal Robin Hood of the rolling deep with the following model ship promotions. Launch the stunts as far in advance of playdate as possible, and publicize them via newspapers, radio and television.

DISPLAY: Contact a model ship-builder to display miniature galleons (Still No. 16, left) in your lobby. Arrange newspaper and radio interviews.

CONTESTS: Promote a model ship-building contest. Display entries in your lobby. If weather permits, conduct a miniature sail boat race in a local lake.

STORES: Display model ships in windows of hobby stores or other shops for their eye-catching qualities. Use attractive posters carrying your credits.

FIND 'FUGITIVE'

DISC JOCKEY: Get a local disc jockey to sponsor and publicize a humorous hunt for "Captain Pirate"—whom he himself impersonates. Disc jockey announces that he will appear on the main street of town, at a certain time, dressed in a pirate's costume, and that he will present guest tickets to the first 10 persons who stop him.

MANHUNT: Ask newspaper to sponsor a manhunt for "Captain Pirate," played by a man in everyday, modern dress. Newspaper publishes rear-view photo of the fugitive, announces that he will appear in a certain place at a certain time.

'SEE' BOARD

Have your photo shop make blow-ups of the line drawings on Still No. Art 1, and mount them on a large lobby poster, with the captions in Ad No. 401 of this pressbook. Or, if you prefer, use the following stills for your "see" board:

Still No. 1 . . . *SEE Mutiny in the King's Navy!*
Still No. 33 . . . *SEE Daring Pirate Raid on Porto Bello!*
Still No. 8 . . . *SEE Bride Saved from Tyrant's Lash!*
Still No. 4 . . . *SEE Raging Sea Battles!*
Still No. 16 . . . *SEE Burning of the "Congo Queen"!*
Still No. 56 . . . *SEE Murder in Martinique!*
Still No. 50 . . . *SEE Wild Pirate Revels!*

TRANSCRIPTION

A number of 10-second, 23-second and 50-second spot announcements, all open end for credits, are available on a single 16" transcription. Order your transcription from your Columbia Pictures exchange. It will be shipped from N. Y.

FAMOUS PIRATES

Plant a newspaper or radio contest for the longest lists of pirates of fact or fiction. As a tie-breaker, each contestant writes brief essay on subject: "*Why I Want to See 'Captain Pirate'.*"

RADIO SPOTS

15 SECONDS

ANNOUNCER: Fiction's favorite buccaneer strikes back! Thrill to the adventures of "Captain Pirate," in color by Technicolor! See Columbia Pictures' "Captain Pirate," starring Louis Hayward and featuring Patricia Medina and John Sutton. "Captain Pirate" begins Friday at the State Theatre.

30 SECONDS

ANNOUNCER: Passions run hot and blood runs cold on the high seas! Captain Pirate strikes back to keep a king's pardon, a king's ransom and his own kidnapped bride! You'll thrill to Columbia Pictures' "Captain Pirate," in glorious color by Technicolor. "Captain Pirate" stars Louis Hayward as Rafael Sabatini's famed freebooter and firebrand, the Robin Hood of the high seas, and features Patricia Medina and John Sutton. You and your family will enjoy "Captain Pirate." See it at the State Theatre starting Friday!

Posters

Use Still No. Art 4, available at National Screen Service, for small teaser posters like the one illustrated here. Post them throughout your town in advance of playdate. The same idea could be used to good advantage in teaser heralds for local distribution.

TREASURE TRUNK

Decorate a small trunk with skull and crossbones so that it resembles a pirate-style "treasure chest," fill it with cash and promoted merchandise and place it in your lobby in advance of playdate. In an adjoining poster, offer the "Treasure of 'Captain Pirate'" to those who can open the chest on opening day. Have your local locksmith make a special lock for the trunk. Distribute several hundred dummy keys as well as a number of keys which can open the trunk — depending on the number of prizes you have.

SKULL AND BONES

Fly a pirate flag above your marquee during your run of "Captain Pirate." This is worthy of a note in a local newspaper column and mention on the air. Add to the nautical atmosphere by playing chanties of the rolling deep in your lobby starting opening day. Too, dress your staff in pirate garb. Send bally men in pirate costume through town, with signs on their backs boosting your picture, theatre and playdate credits.

DISC JOCKEYS

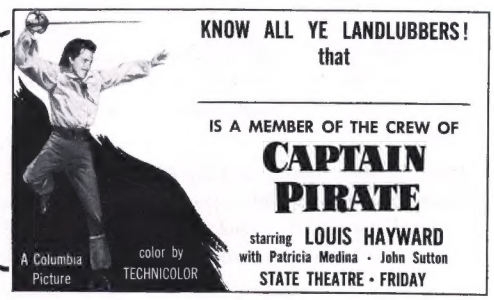
Action of "Captain Pirate" takes place in the West Indies, where pirates made their headquarters. Interest local disc jockeys in tying in announcements of your showing with renditions of calypso and other music from the West Indies.

SPECIAL SCREENING

Arrange a special advance showing of "Captain Pirate" for the children's ward of a local hospital or for an orphanage. Publicize the screening via newspaper photos and stories.

Cards

Have your printer make up handout cards like the one shown here. Get local merchant to share printing costs. ***Order Mat 2-E (same size as shown) from National Screen Service.***



FIND BURIED TREASURE!

"Captain Pirate" was made to order for a treasure hunt in which participants seek the "Buried Treasure of 'Captain Pirate'." Following are suggestions which may prove helpful. Use them as outlined, or adapt them to meet your local situation.

PROMOTE IT: Ask the merchants of your town to contribute watches, rings, gift certificates and other small, valuable items which can be contained in a treasure sack. Credit cooperating merchants. Remember, the more valuable the awards, the greater interest will be shown in your treasure hunt!

BURY IT: The simplest way of handling the treasure hunt is to bury the treasure the night before the hunt starts in a vacant lot near your theatre. Be sure that the vacant lot has lots of false clues of recent digging, so that the treasure is not found too quickly. Avoid quarrels among the contestants by specifying that once a claim is staked by one of the treasure-hunters, another cannot muscle in on his territory. Several policemen should be on hand to enforce this rule.

PUBLICIZE IT: Try to get a local newspaper to sponsor your treasure hunt. If this is not feasible, try for a leading radio or television show. Try for full photo and reporter coverage of the treasure hunt itself, which should be conducted the day before opening. Treasure-hunters should be instructed to bring shovels.

Aids

PHOTO STORY: A story-in-pictures treatment, consisting of stills with keyed-in captions, is available for newspaper reproduction in strip form only. If your paper will cooperate, write Publicity Department, Columbia Pictures, 729 Seventh Ave., N. Y. 19, N. Y. The material will be mailed direct to the paper and your theatre's name will be mentioned.

STILLS: Five still sets are available at your nearest exchange of National Screen Service for all-purpose use in your showmanship campaign on "Captain Pirate." The still sets are: 1) set of 25 flat stills; 2) set of 15 uprights; 3) colored set of 10 stills; 4) art set of 4 (photographic reproductions of key art from the ads and posters); 5) publicity-exploitation set (stills used in the publicity and exploitation campaigns).

TRAILER: The swashbuckling adventures of "Captain Pirate" are pre-sold to your patrons in this color-by-Technicolor trailer. Order your copy now from National Screen Service.

SABATINI BOOK!

"Captain Pirate" is based on Rafael Sabatini's novel, "Captain Blood Returns," and presents all-new adventures of Sabatini's most famous hero. Stress the book-into-movie angle with the following promotions:

CHARITY: Sabatini's novel, "Captain Blood Returns," was published in 1931. Offer free admission to those persons bringing copies of the book to your theatre on opening day. Present books to a local charity.

DISPLAYS: Arrange library and book store displays linking your showing with Sabatini novels and other swashbuckling romances. Use stills in all displays.

BOOKMARKS: Print bookmarks locally boosting Sabatini's novels and your engagement of "Captain Pirate." Distribute the bookmarks in libraries and book stores.

BALLY: Have your signshop make up a huge "book" stressing the Sabatini angle. A bally man carries the book over his head and shoulders through the main school, shopping and business thoroughfares of your town.

Tie-Ups

MERCHANDISE: Link your showing with merchants' displays of jewelry and other valuable merchandise. "Pirate" atmosphere can be used in selling a number of commodities and services: candy, toys, men's toilet articles, travel agencies, etc. Such dealers might be interested in window displays, co-op ads, etc. Be sure of full credits at all times.

TRAVEL: Travel bureaus, resort wear and luggage shops should be interested in window displays using stills from your picture and tying in your credits with their own message on visiting the West Indies, where action of "Captain Pirate" takes place.

MEN'S SHOPS: Still Nos. Louis Hayward 1, 2, 5 and 6 are made to order for window displays in local men's shops. Tie-in posters should stress your credits, of course, as prominently as possible.

PET SHOPS: With the help of a local pet shop, set up display of tropical fish in your advance lobby. In an adjoining poster, note that the fish are from the Spanish Main, where the action of "Captain Pirate" takes place.

SELL FILM IN SCHOOLS!

A motion picture that calls for all-out school promotions, "Captain Pirate" is based on Rafael Sabatini's novel, "Captain Blood Returns," which, like all Sabatini novels, is on schools approved reading lists. Get the cooperation of local educators on the following promotions. Add your own ideas to fit your local situation.

REVIEWS: Offer prizes for the best high school student reviews of the picture. Publicize contest in school newspapers, bulletin boards and announcements by teachers.

POSTERS: Involve drawing and art classes of local primary schools and high schools offering cash, promoted merchandise and guest ticket awards for the most interesting posters on "Captain Pirate." Display winning entries in your lobby in advance of playdate.

FENCERS: On behalf of Louis Hayward, present a "Captain Pirate" trophy to the best swordsman in each high school and in each college of your community. If feasible, promote a citywide fencing contest to find the "Captain Pirate" of your town.

IDOL OF WOMEN...KING OF THE SEAS
...FABULOUS ADVENTURES
in color by TECHNICOLOR
THE DUEL!
THE ATTACK!
THE BOARDING!
THE BARRAGE!
THE RESCUE!
COLUMBIA PICTURES
presents
CAPTAIN PIRATE
COLOR BY TECHNICOLOR
starring LOUIS HAYWARD with Patricia MEDINA • John SUTTON • Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS • Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI
Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

600-Line Ad Mat No. 401 —4 Cols. x 150 Lines

(This ad also available in 3-column size. See page 7.)

PASSIONS RUN HOT AND BLOOD RUNS COLD ON THE HIGH SEAS
...when Captain Blood fights to keep a king's pardon and his own kidnapped bride!
COLUMBIA PICTURES presents
CAPTAIN PIRATE
starring
LOUIS HAYWARD
with
PATRICIA MEDINA • JOHN SUTTON
COLOR BY TECHNICOLOR
Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS
Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI
Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

495-Line Ad Mat No. 303—3 Cols. x 165 Lines

SAIL INTO THE GALE WITH THE BOLDEST RAIDER OF THE SEVEN SEAS!
THE RETREAT
THE RAID
THE RESCUE
COLUMBIA PICTURES presents
CAPTAIN PIRATE
COLOR BY TECHNICOLOR
starring
LOUIS HAYWARD with PATRICIA MEDINA • JOHN SUTTON
Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS
Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI
Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

200-Line Ad Mat No. 208—2 Cols. x 100 Lines

Idol of Women... All-Conquering King of the Seas!
ROMANCE!
SPECTACLE!
COLUMBIA PICTURES presents
CAPTAIN PIRATE
COLOR BY TECHNICOLOR
starring
LOUIS HAYWARD
with PATRICIA MEDINA • JOHN SUTTON
Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS
Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI
Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

100-Line Ad Mat No. 206—2 Cols. x 50 Lines

ALL-EXCITING!
TECHNICOLOR!
COLUMBIA PICTURES
presents
CAPTAIN PIRATE
starring
LOUIS HAYWARD
with PATRICIA MEDINA • JOHN SUTTON
Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS • Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI • Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

274-Line Ad Mat No. 209—2 Cols. x 137 Lines

IDOL OF WOMEN...KING OF THE SEAS
...FABULOUS ADVENTURES
in color by TECHNICOLOR
THE DUEL!
THE ATTACK!
THE BOARDING!
THE BARRAGE!
THE RESCUE!
COLUMBIA PICTURES
presents
CAPTAIN PIRATE
COLOR BY TECHNICOLOR
starring LOUIS HAYWARD with Patricia MEDINA • John SUTTON • Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS • Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI
Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

336-Line Ad Mat No. 301—3 Cols. x 112 Lines

(This ad also available in 4-column size. See page 5.)

4 Art Stills

A set of four art stills (photographic reproductions of key art from the ads and posters) is available for your showmanship campaign on "Captain Pirate." Order the complete set from your nearest National Screen Service exchange.

HIGH ADVENTURE WITH THE HIGH-SEAS ROBIN HOOD!
COLUMBIA PICTURES
presents
CAPTAIN PIRATE
COLOR BY TECHNICOLOR
starring LOUIS HAYWARD
with PATRICIA MEDINA • JOHN SUTTON
Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS
Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI
Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

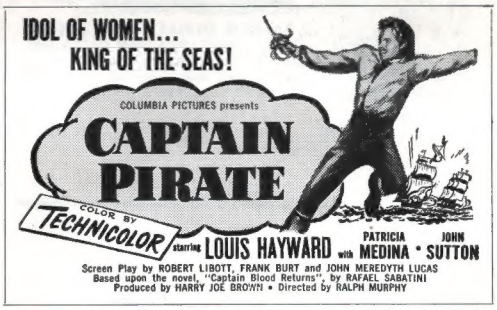
100-Line Ad Mat No. 205—2 Cols. x 50 Lines

MEET THE ROBIN HOOD OF THE ROLLING DEEP!
THE DUEL
THE BARRAGE
THE RESCUE
COLUMBIA PICTURES presents
CAPTAIN PIRATE
COLOR BY TECHNICOLOR
starring LOUIS HAYWARD with PATRICIA MEDINA • JOHN SUTTON
Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS
Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI
Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

300-Line Ad Mat No. 302—3 Cols. x 100 Lines

PASSIONS RUN HOT AND BLOOD RUNS COLD
IN COLOR BY TECHNICOLOR
COLUMBIA PICTURES presents
CAPTAIN PIRATE
starring LOUIS HAYWARD with PATRICIA MEDINA • JOHN SUTTON
Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS
Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI
Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

138-Line Ad Mat No. 207—2 Cols. x 69 Lines


IDOL OF WOMEN... KING OF THE SEAS!
COLUMBIA PICTURES presents
CAPTAIN PIRATE
COLOR BY TECHNICOLOR
starring LOUIS HAYWARD with PATRICIA MEDINA • JOHN SUTTON
Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS
Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI
Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

66-Line Ad Mat No. 203—2 Cols. x 33 Lines

CAST and CREDITS

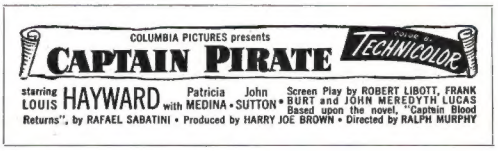
Peter Blood	Louis Hayward
Dona Isabela	Patricia Medina
Hilary Evans	John Sutton
Angus McVickers	Charles Irwin
Thomas Valesquez	George Givot
Governor Carlyle	Rex Evans
Easterling	Ted de Corsia
Amanda	Malu Gatica
Swede	Sven Hugo Borg
Manuelito	Robert McNeely
Madame Duval	Nina Koshetz
Colonel Ramsey	Lester Matthews
Don Ramon	Sandro Giglio
Viceroy	Ian Wolfe
Egyptian	Jay Novello
Coulevain	Maurice Marsac
Celeste	Genevieve Aumont
General Chavez	Mario Siletti
Lieutenant	Robert Bice

Screen Play by Robert Libott, Frank Burt and John Meredyth Lucas; Based upon the novel, "Captain Blood Returns," by Rafael Sabatini; Directed by Ralph Murphy; Assistant Director, Milton Feldman; Director of Photography, Charles Lawton, Jr., A.S.C.; Art Director, George Brooks; Color by Technicolor; Technicolor Color Consultant, Francis Cugat; Film Editor, Gene Havlick, A.C.E.; Set Decorator, Frank Tuttle; Makeup by Clay Campbell; Hair Styles by Helen Hunt; Sound Engineer, Jake Goodrich; Gowns by Jean Louis; Musical Director, Morris Stoloff; Musical Score by George Duning. Produced by Harry Joe Brown. A Columbia Picture.

STORY

(Not for Publication) Captain Blood (Louis Hayward), reformed freebooter, is practising medicine in the West Indies. On the eve of his marriage to Dona Isabela (Patricia Medina), the port of Cartagena is raided by a pirate described as Captain Blood, who is arrested on testimony of Captain Hilary Evans (John Sutton). When his loyal followers overwhelm the prison ship, Captain Blood hoists the Jolly Roger, and sets out to find the pirates who raided Cartagena. He discovers that the unknown freebooters are planning a similar raid on Puerto Bello, and manages to destroy them. Captain Blood unmasks Evans as an associate of the pirates and kills him in a bitter duel. Isabela, who had been imprisoned as an accomplice, is freed. Their innocence proved, Captain Blood and Dona Isabela resume their wedding plans.

(Running Time: 85 Minutes)


COLUMBIA PICTURES presents
CAPTAIN PIRATE
COLOR BY TECHNICOLOR
starring LOUIS HAYWARD with Patricia MEDINA • John SUTTON
Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS
Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI • Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

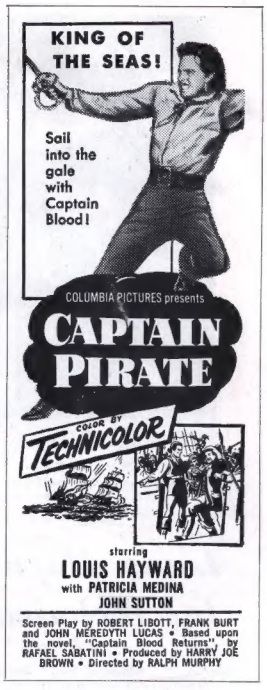
24-Line Ad Mat No. 201—2 Cols. x 12 Lines

PRINCE OF PIRATES— KING OF THE SEAS!
COLUMBIA PICTURES presents
CAPTAIN PIRATE
COLOR BY TECHNICOLOR
Sabatini's immortal Captain Blood sails into the gale once more!
starring LOUIS HAYWARD
with PATRICIA MEDINA • JOHN SUTTON
Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS • Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI • Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

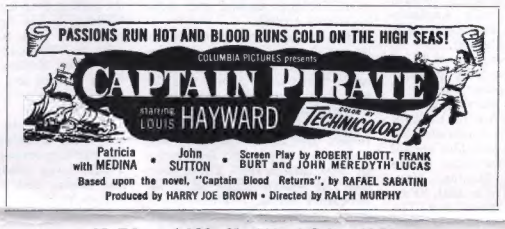
Ad Mat No. 105—**139 Lines**

HE'S A FIREBRAND!
COLUMBIA PICTURES presents
CAPTAIN PIRATE
starring
LOUIS HAYWARD
with
PATRICIA MEDINA • JOHN SUTTON
COLOR BY TECHNICOLOR
Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS
Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI
Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

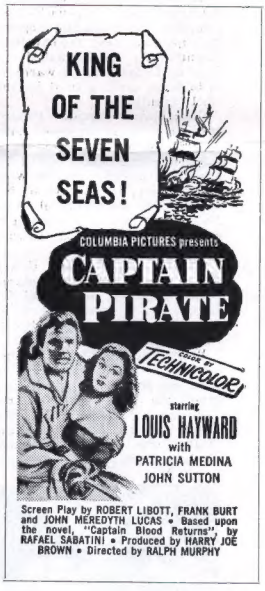
98-Line Ad Mat No. 204—2 Cols. x 49 Lines


KING OF THE SEAS!
Sail into the gale with Captain Blood!
COLUMBIA PICTURES presents
CAPTAIN PIRATE
COLOR BY TECHNICOLOR
starring
LOUIS HAYWARD
with PATRICIA MEDINA
JOHN SUTTON
Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS • Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI • Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

Ad Mat No. 104—**76 Lines**


PASSIONS RUN HOT AND BLOOD RUNS COLD ON THE HIGH SEAS!
COLUMBIA PICTURES presents
CAPTAIN PIRATE
starring LOUIS HAYWARD
COLOR BY TECHNICOLOR
Patricia MEDINA with
John SUTTON
Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS
Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI
Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

42-Line Ad Mat No. 202—2 Cols. x 21 Lines


KING OF THE SEVEN SEAS!
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Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS • Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI • Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

Ad Mat No. 103—**62 Lines**

Official Billing

COLUMBIA PICTURES —25%

presents

CAPTAIN PIRATE —100%

Color by TECHNICOLOR —50%

starring

LOUIS HAYWARD —75%

with

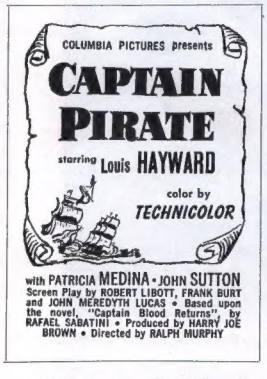
PATRICIA MEDINA • JOHN SUTTON —35%

Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS —20%

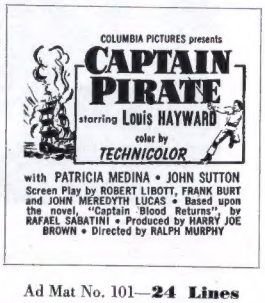
Based upon the novel, "Captain Blood Returns," by RAFAEL SABATINI —15%

Produced by HARRY JOE BROWN —20%

Directed by RALPH MURPHY —20%


COLUMBIA PICTURES presents
CAPTAIN PIRATE
starring Louis HAYWARD
color by TECHNICOLOR
with PATRICIA MEDINA • JOHN SUTTON
Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS • Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI • Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

Ad Mat No. 102—**37 Lines**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Screen Play by ROBERT LIBOTT, FRANK BURT and JOHN MEREDYTH LUCAS • Based upon the novel, "Captain Blood Returns", by RAFAEL SABATINI • Produced by HARRY JOE BROWN • Directed by RALPH MURPHY

Ad Mat No. 101—**24 Lines**

"Captain Pirate" Mat 2-A; Still No. X-509

PASSIONS RUN HOT in "Captain Pirate," Columbia picture in color by Technicolor starring Louis Hayward, center, at the.....Theatre. Patricia Medina watches as Hayward curbs a threatening sword.

Louis Hayward Thrills In Technicolor 'Pirate'

(Review)

Captain Blood is back! Sabatini's immortal swashbuckler once more rides the crest of adventure in Columbia Pictures' actionful "Captain Pirate," which thrilled opening day audiences yesterday at the ..... Theatre. With Louis Hayward starred in the title role and Patricia Medina and John Sutton heading a splendid supporting cast, the new film, magnificently photographed in color by Technicolor, is warranted to be an exciting treat for the whole family.

Columbia's "Captain Pirate" opens on a deceptively serene note. Captain Blood is pictured as a reformed freebooter peacefully practising medicine in the West Indies. Then, on the eve of his marriage to the beautiful Dona Isabela, the port of Cartegena is raided by a pirate whose description fits Captain Blood.

Arrested by Captain Hilary Evans, Captain Blood is placed aboard a prison ship bound for Europe, where he is sure to be executed. Dona Isabela also is held as an accomplice.

When Captain Blood's followers learn what has happened to their old freebooting chief, they attack the prison ship, and free their chief. They hoist the Jolly Roger and set out to find the pirates who raided Cartegena. Captain Blood learns that Evans is an associate of the pirates who plan a new raid on Puerta Bello. The climax of the film is a sensational battle between pirates and ex-pirates, with Captains Blood and Evans wielding swords in their own private war.

Columbia's production of "Captain Pirate" reportedly was inspired by the popular success of Louis Hayward's starring performance in "Fortunes of Captain Blood." Those who applauded his work in that swashbuckler should find Hayward even better in the new film. Miss Medina, Hayward's light-of-love in both "Fortunes of Captain Blood" and "The Lady and the Bandit," is more beautiful than ever as Dona Isabela in "Captain Pirate," while Sutton is wonderfully sinister as the villainous Captain Evans.

Robert Libott, Frank Burt and John Meredyth Lucas wrote the screen play, which is based upon Rafael Sabatini's novel, "Captain Blood Returns." Columbia's "Captain Pirate" was produced by Harry Joe Brown and directed by Ralph Murphy.

Mat 1-B; Still No. 58

'CAPTAIN PIRATE' STAR Louis Hayward, left, and George Givot as they appear at the.....Theatre in Columbia's "Captain Pirate," in color by Technicolor.

Prefers Costumes Girls Wear Today

Patricia Medina is really happy that she was born in the 20th century. After her role as a 17th-century heroine in Columbia Pictures' actionful "Captain Pirate," starring Louis Hayward in color by Technicolor at the..... Theatre, Pat realizes just how comfortable and lucky the modern girl is.

Says Miss Medina: "The costumes I wear in 'Captain Pirate,' are beautiful—yards and yards of brocade and velvet and heavy silk. But wearing such clothes is an ordeal. Few of the dresses weigh less than 12 pounds—and some of the really elaborate ones much more than that. I like beautiful clothes, but I like comfort and freedom of movement even more. And I imagine most modern girls will agree with me," she concludes.

Givot in 'Pirate'

George Givot, famed "Greek Ambassador" of screen, stage and radio, has a supporting role in Columbia Pictures' "Captain Pirate," in color by Technicolor and now at the..... Theatre. Louis Hayward stars in the title role of the new Sabatini thriller, which features Patricia Medina and John Sutton.

'Captain Pirate' Fiction-Famous Buccaneer Hero

Captain Blood, fiction's favorite pirate, is back in a brand new screen adventure in color by Technicolor, Columbia Pictures' actionful "Captain Pirate," which opens .....at the..... Theatre. Louis Hayward, who played the title role in "Fortunes of Captain Blood," once again is starred as Rafael Sabatini's famed freebooter and firebrand. Patricia Medina again plays Hayward's light-of-love, sharing featured honors with John Sutton, suave leader of the host of villains armed, literally, to the teeth.

Columbia's "Captain Pirate" is based upon the best-selling Sabatini novel, "Captain Blood Returns," like its predecessors a hit with the public. Sabatini's "Captain Blood: His Odyssey" was an immediate hit when it first was published in the United States in 1922. Two years later, Blood made his initial appearance on the silent screen, portrayed by J. Warren Kerrigan, with pretty Jean Paige as his vis-a-vis. In 1935, Errol Flynn played Captain Blood and Olivia DeHavilland was his romantic interest. Louis Hayward brought Captain Blood back to the screen in "Fortunes of Captain Blood." Now, Columbia's "Captain Pirate" has Hollywood looking around for more buccaneer stories.

Pirates have been prime favorites with movie fans almost as long as films have been in existence. "Treasure Island" was the first Jolly Roger yarn ever filmed, in 1908, as a one-reeler. Edison made it again, in 1912, as a two-reeler. The Stevenson story was filmed as a full-length feature for the first time in 1917. Three years later, it was re-made as a super-duper serial. Wallace Beery brought Long John Silver to the talking screen in 1934, with Jackie Cooper playing the boy. More recently, "Treasure Island" was made in England, with Robert Newton as the pirate and Bobby Driscoll as the juvenile.

One of the most popular of pirate pictures was "The Black Pirate," in which Douglas Fairbanks, Sr., starred in color by Technicolor. Cecil B. DeMille's "The Buccaneer" had Fredric March playing the notorious Jean Lafitte. Charles Laughton added to his laurels in 1945 with a screen portrayal of Captain Kidd. Another Sabatini pirate tale, "The Sea Hawk," was filmed in a silent version with Milton Sills and, later, in a talking version with Errol Flynn. "The Spanish Main" and "Anne of the Indies" are other popular pictures of pirates in action.

The screen play of Columbia's "Captain Pirate" was written by Robert Libott, Frank Burt and John Meredyth Lucas. The new film was produced by Harry Joe Brown. Ralph Murphy directed.

Duels Dangerous In 'Captain Pirate'

If you want something new in thrills, try fighting a duel on the deck of a rocking ship, suggests Louis Hayward. Playing Rafael Sabatini's famous swashbuckler in "Captain Pirate," Columbia Pictures' romantic buccaneer adventure in color by Technicolor at the.....Theatre, the star fights a rough and rugged duel with John Sutton aboard the pirate craft, "Congo Queen."

"I can handle a sword pretty well when the ground is steady underfoot," says Hayward. "But on the slippery deck of a rolling ship, Sutton and I found the crossing of swords almost as dangerous as it was supposed to appear on film."

Technicolor 'Pirate' Film Based on Sabatini Novel

(General Advance)

Captain Blood, that immortal swashbuckler created by Rafael Sabatini, returns to the screen in "Captain Pirate," exciting new Columbia picture starring Louis Hayward, in color by Technicolor at the.....Theatre on ..... Patricia Medina and John Sutton head the supporting cast of the film, which is based upon the Sabatini novel, "Captain Blood Returns."

Louis Hayward plays the title role of "Captain Pirate." As the Columbia picture opens, the reformed freebooter is practising medicine in the West Indies. On the eve of his marriage to the beautiful, aristocratic Dona Isabela, the port of Cartagena is raided by a pirate whose description fits Captain Blood.

Blood is arrested by Captain Hilary Evans and confined aboard a prison ship. Isabela also is held, as Captain Blood's accomplice. Blood's followers attack the ship and free Blood, who hoists the Jolly Roger and sets out to find and capture the pirates who raided Cartegena, in order to save his sweetheart and his name.

According to Hollywood, Columbia's production of "Captain Pirate" was inspired by the resounding success of "Fortunes of Captain Blood," which also starred Hayward as the Robin Hood of the rolling deep and featured Miss Medina as his light-of-love. The pair also was teamed romantically in "The Lady and the Bandit." Miss Medina is beautiful as Dona Isabela and John Sutton is suavely sinister as the villainous Captain Evans.

Robert Libott, Frank Burt and John Meredyth Lucas wrote the exciting screen play. "Captain Pirate" was produced by Harry Joe Brown and was directed by Ralph Murphy.

'Captain Pirate'

Columbia Pictures' "Captain Pirate," filmed in color by Technicolor and starring Louis Hayward, opens..... at the ..... Theatre. Patricia Medina and John Sutton head the supporting cast of the new film, which is based upon the novel, "Captain Blood Returns," by Rafael Sabatini. The screen play was written by Robert Libott, Frank Burt and John Meredyth Lucas. "Captain Pirate" was produced by Harry Joe Brown and directed by Ralph Murphy.

Mat 1-C; Still No. 75

LOUIS HAYWARD STARS in Columbia Pictures' "Captain Pirate" at the..... Theatre in color by Technicolor. Patricia Medina is featured with John Sutton in the swashbuckler.

Louis Hayward Stars as 'Pirate'

Captain Blood, Sabatini's famed freebooter and firebrand, once again flies the Jolly Roger in "Captain Pirate," which opens .....at the..... Theatre in color by Technicolor. Louis Hayward stars in the title role of the new Columbia picture, which features Patricia Medina and John Sutton.

"Captain Pirate" was inspired by the avalanche of fan letters received by Louis Hayward after his popular appearance in "Fortunes of Captain Blood." Miss Medina, his leading lady in that swashbuckler, again serves in the same romantic capacity; in the new film, she plays Dona Isabela, a high-born lady who falls in love with the pirate. Hayward also romanced the alluring Patricia in "The Lady and the Bandit."

Robert Libott, Frank Burt and John Meredyth Lucas wrote the screen play of Columbia's "Captain Pirate," which is based upon the novel, "Captain Blood Returns," by Rafael Sabatini. Ralph Murphy directed for producer Harry Joe Brown.

"Captain Pirate" Mat 2-C; Still No. X-500

FREEBOOTER and FIREBRAND, "Captain Pirate" star Louis Hayward, left, here captures a ship from John Sutton, in the Columbia picture at the..... Theatre in color by Technicolor. Patricia Medina also is featured.

Hollywood Rates Hayward Top Screen Swashbuckler

Mat 1-D; Still No. 69

LOUIS HAYWARD stars as "Captain Pirate" in the Columbia picture in color by Technicolor at the.....Theatre. Patricia Medina and John Sutton are featured in the swashbuckler.

Louis Hayward, whose screen adventures are inevitably compared with those of Douglas Fairbanks, Sr., literally walked in the footsteps of the late, great adventure star during production of "Captain Pirate," the new Columbia picture in color by Technicolor now playing at the..... Theatre.

"Captain Pirate," which stars Hayward as Rafael Sabatini's famed freebooter and firebrand and features Patricia Medina and John Sutton, was filmed on the Hollywood lot that was known, during the silent pictures era, as the Pickford-Fairbanks Studio.

With a nice sense of fitness, producer Harry Joe Brown arranged for Hayward to have the dressing room suite Fairbanks himself used in 1926 when he made "The Black Pirate," one of the earliest pictures in color by Technicolor.

Hayward wears the Fairbanks mantle with aplomb, doing battle in "Captain Pirate," with cutlass, sword, pistol, short knife and poignard, as well as engaging in a number of rough-and-tumble scrimmages.

Columbia's "Captain Pirate," based on Rafael Sabatini's novel, "Captain Blood Returns," gives Hayward his first role in color by Technicolor. The star believes the polychrome process adds greatly to the entertainment of adventure thrillers. States Hayward: "In color by Technicolor, the duel scenes are much more exciting than they are in ordinary black-and-white photography. When one draws blood, it is a realistic red that brings shock and a definite sense of danger to the spectator. The beauty of the Caribbean, too, in its genuine deep blue shade, brings a reality to the sea scenes aboard a pirate galleon that couldn't have been obtained without use of the Technicolor process."

The screen play of Columbia's "Captain Pirate" was written by Robert Libott, Frank Burt and John Meredyth Lucas. Ralph Murphy directed for producer Harry Joe Brown.

Likes Own Villainy In 'Captain Pirate'

A curvaceous young lady was the cause of John Sutton's downfall, the actor contends. And he is happy about it.

Sutton led a life of professional rectitude until he played a villain in "Captain From Castile" and menaced the aforementioned damsel. Producers, critics and fans liked Sutton's wickedness; now he leads a continuing nefarious life before the cameras.

Sutton's latest bit of skullduggery is in Columbia Pictures' actionful "Captain Pirate," starring Louis Hayward at the .....Theatre. In the new swashbuckler, in color by Technicolor, Sutton tries to make things downright miserable for Hayward, and for Patricia Medina.

Sutton hasn't cast a single glance of regret over his shoulder toward the days when he played the hero in films. "Hero roles, for me, were all much of the same piece," states the actor. "As a villain I've had more variety in my acting assignments. I'm quite content to go on being nasty as long as the movie producers and writers want me to be."

'Pirate' Pair

Louis Hayward and Patricia Medina are reunited as the romantic team of Columbia Pictures' "Captain Pirate," filmed in color by Technicolor at the .....Theatre. They were together in "The Lady and the Bandit" and "Fortunes of Captain Blood."

"Captain Pirate" Mat 2-D; Still No. 17

CANNON BLAST A DEADLY CHORUS in Columbia Pictures' "Captain Pirate," in color by Technicolor at the.....Theatre. The film stars Louis Hayward, left, and features Patricia Medina and John Sutton.

'Believable Beauty' Preferred by Fans, Says 'Pirate' Lovely

Patricia Medina's Spanish blood reaches 212 degrees Fahrenheit at the way most Spanish roles are portrayed on the screen. She herself has broken away from celluloid cliches in her portrayal of a Spanish girl in "Captain Pirate," Columbia picture filmed in color by Technicolor at the .....Theatre. In the new film, which stars Louis Hayward as Rafael Sabatini's swashbuckling hero, the beauteous Pat, who shares featured honors with John Sutton, is seen as Dona Isabela, Captain Blood's fiancee.

Miss Medina, the daughter of Laureano and Gonda Medina, rebels against the movie myth that a senorita places a rose in her mouth and hands on her hips when she wishes to appear seductive, and that she moves about to the rhythm of castanets. "Abroad, Hollywood movies are laughed at when they portray Spanish girls of breeding as though they were all like Merimee's Carmen," says Pat. "I think it is about time that the screen showed Spanish girls as they really are."

This is only one of the facets of the actress' belief in screen realism.

"I think the public has outgrown a false sense of glamour," she contends. "People want to see life and characters much as they are. By that, I don't at all mean that the studios should stop making adventure pictures. But they must be believable, and seem possible, when they are being viewed."

Pat affirms that the day is over when an actress has to pad herself to appear fantastically voluptuous and paste on lashes that beat up a breeze like a punkah.

"Naturalism is the vogue of the day in motion pictures," states the actress. "I, for one, am glad that the period of synthetic values is gone. Moviegoers need personal identification with the actors they see on the screen. When actors appear fantastic, and act that way, the ticket buyers feel foreign to what they are watching and leave the theatre either vaguely or actively unsatisfied."

'Pirate' Kept Weight Despite Film Action

Despite strenuous athletic stunts, performed in sweltering California weather for the motion picture camera, Louis Hayward managed to keep at an even 180 pounds even during the filming of his vigorous starring role in Columbia Pictures' "Captain Pirate," filmed in color by Technicolor at the.....Theatre.

"I perspired an awful lot," says Hayward, "but I managed not to lose an ounce. The answer is simple: I just ate about twice as much as I do when I play in a drawing room comedy — or when I'm between pictures— which amounts to much the same thing."

'Pirate' Disguises

False beards and moustaches may make for great screen entertainment, but they're hard on the actor, claims Louis Hayward who dons several disguises during the exciting action of "Captain Pirate," Columbia Pictures' new thriller in color by Technicolor at the.....Theatre. "They're all right for disguise," comments the clean-shaven actor, "but during warm California weather they prove an itchy business."

"Captain Pirate" Mat 2-B; Still No. Art 4

LOUIS HAYWARD and PATRICIA MEDINA, as they appear in Columbia Pictures' "Captain Pirate," at the.....Theatre, according to an artist. Hayward stars in the film which is in color by Technicolor.

'Captain Pirate' Recalls Legendary Tales of Loot

The men who sailed the Spanish Main left us two priceless heritages: the dream of millions in fabulous treasure, and the fact of sensational motion picture entertainment. The latest pirate treasure, Hollywood variety, is Columbia Pictures' actionful "Captain Pirate," new adventures of Rafael Sabatini's famed freebooter in color by Technicolor, which opens..... at the.....Theatre.

The locale of Columbia's "Captain Pirate," which stars Louis Hayward and features Patricia Medina and John Sutton, is the West Indies, where pirates once flourished. In the climactic scene of the film, pirates attempt to attack a town from the sea. History has recorded similar sacking of several other Spanish Main ports.

The Caribbean locale of "Captain Pirate" automatically recalls the most romantic of all tales of under sea treasure, that of the city of Port Royal, on a sandy spit reaching out to sea from the island of Jamaica. Port Royal was the stronghold of buccaneers, their home away from home. Flourishing, raucous, wicked, Port Royal was a city of great warehouses filled with gorgeous goods and priceless cargoes taken from sunken ships and sacked towns. Pirates came to Port Royal with their loot; chests of plate and bullion, doubloons, onzas, louis d'or, all the coins of the time; altar pieces encrusted with brilliant gems; bales of satins, velvets, silks, and casks of liquor.

But then one day in 1692, without a warning, the city was obliterated. The ground shook and Port Royal, with her inhabitants and wealth, dropped from sight beneath the sea. The few survivors swam across the bay and founded present-day Kingston.

While infamous Port Royal itself is not pictured in "Captain Pirate," producer Harry Joe Brown and director Ralph Murphy attempted to recapture the riotous atmosphere of that fabulous city in their depiction of other West Indies cities of the time. The screen play by Robert Libott, Frank Burt and John Meredyth Lucas is said to capture the lusty realism of the Sabatini novel, "Captain Blood Returns."

Sabatini Hero

Columbia Pictures' exciting "Captain Pirate," starring Louis Hayward at the.....Theatre in color by Technicolor, is based upon the Rafael Sabatini novel, "Captain Blood Returns." The famed freebooter and firebrand has been presented on the screen before now; in silent picture days; with Errol Flynn as "Captain Blood," and again with Hayward playing the role in "Fortunes of Captain Blood." Patricia Medina, who appeared with Hayward in "Fortunes of Captain Blood," again appears in featured support of the star in "Captain Pirate."

Mat 1-A; Still No. X-505

DESPERATE DUELS are fought by Louis Hayward, star of Columbia Pictures' "Captain Pirate," and John Sutton, left, in the film at the.....Theatre, in color by Technicolor.

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